

BACHELOR OF BUSINESS AND COMMERCE 2224

MARKETING MAJOR

Year level 1				
Semester 1	Core (Compulsory) AFW1001 Introductory Accounting A 6 Pts	Core (Compulsory) MKW1120 Marketing Theory and Practice 6 Pts	Core (Compulsory) MGW1010 Introduction to Management 6 Pts	Core (Compulsory) ECW1101 Introductory Microeconomics 6 Pts
Semester 2	Core (Compulsory) ETW1102 Business Statistics 6 Pts	Core (Compulsory) BTW1200 Business Law 6 Pts	Major (Compulsory) MKW2402 Consumer behaviour 6 Pts	Elective 1 Student choice 6 Pts
Year level 2				
Semester 1	Major (Compulsory) MKW2420 Market Research Methods 6 Pts	FBE Elective 1 Student Choice Any unit from this faculty 6 Pts	Elective 2 Student Choice 6 Pts	Elective 3 Student choice 6 Pts
Semester 2	Major (Compulsory) MKW2460 Integrated Marketing Communication 6 Pts	Major (Choice 1) Student Choice Any Marketing unit from this faculty 6 Pts	FBE Elective 2 Student Choice Any unit from this faculty 6 Pts	Elective 4 Student Choice 6 Pts
Year level 3				
Semester 1	Major (Compulsory) MKW3444 International Marketing 6 Pts	FBE Elective 3 Student Choice Any unit from this faculty 6 Pts	Elective 5 Student Choice 6 Pts	Elective 6 Student Choice 6 Pts
Semester 2	Major (Compulsory) MKW3440 Marketing Strategy 6 Pts	Major (Compulsory) MKW3121 Marketing Planning and Implementation 6 Pts	Elective 7 Student Choice 6 Pts	Elective 8 Student Choice 6 Pts

RESPONSIBILITY FOR UNIT CHOICE

Students are advised that, while the course advisers will endeavour to give every possible assistance and advice concerning unit choice, the onus is on students to ensure that units selected meet degree regulations and requirements. This is not the faculty's responsibility and the faculty takes no responsibility for error in unit selection. For more details on responsibilities, students must refer to the education policy and become familiar with the section on responsibilities of staff and students at Monash. It is strongly recommended that students purchase and retain a copy of the relevant courses and units handbook and consult it when seeking information about the education policy and course and unit-related matters.

BACHELOR OF BUSINESS AND COMMERCE RULES

1. To complete the degree students need to complete 24 units (144 points), in the correct combination.
2. The six (6) core units must be taken at Gippsland. See point 7.
3. Students may complete no more than ten (10) first year units.
4. Students must complete at least 6 units (36 points) of third – year level units of which at least four (24 points) must be taken from units offered at Gippsland.
5. At least one business major must be chosen consisting of eight units (48 points) from the Faculty disciplines/areas of study, including at least two units (12 points) at each of the second and third – year level.
6. At least four non – compulsory units must be outside the main field of study, if completing one business major only.
7. Students will not be permitted to enrol in units on other campuses that are the same as (or equivalent to) a unit that is offered at Gippsland.
8. No more than eight electives can be chosen from another faculty.
9. Students must complete their first major at Gippsland.
10. If the units are not available at Gippsland, students may undertake no more than 8 units on another campus, including via Off Campus Learning.
11. In addition to specific unit prerequisites, second-year level units require the successful completion of four first-year level units and third-year level units require the successful completion of two second-year level units.
12. Course must be completed within 10 years of commencing course.